DOCUMENT RESUME

ED 299 454 CE 051 128

AUTHOR Allbright, Bruce; Holup, John
TITLE Idaho Marketing Education Core Curriculum. Career Sustaining Level, Specialist Level, Supervisory Level, Entrepreneurial Level.
INSTITUTION Idaho State Dept. of Education, Boise. Div. of Vocational Education.
PUB DATE Jan 88
NOTE 15p.; Some illustrations may not reproduce clearly.
AVAILABLE FROM Idaho Curriculum Dissemination Center, College of Education #208, University of Idaho, Moscow, ID 83843 (Order No. Voc Ed #235: $2.50).
PUB TYPE Guides - Classroom Use - Guides (For Teachers) (052)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Behavioral Objectives; Business Administration; Career Development; *Competence; Competency Based Education; *Entrepreneurship; *Job Skills; *Marketing; Postsecondary Education; Secondary Education; Specialists; State Curriculum Guides; *Supervisory Methods; Vocational Education
IDENTIFIERS *Idaho

ABSTRACT

This guide lists the competencies expected to be developed in four levels of the marketing education curriculum in Idaho: the career sustaining level, the specialist level, the supervisory level, and the entrepreneurial level. For the career sustaining and specialist levels, 15 competencies are listed: define and apply the role of marketing in the economic system, define and apply basic marketing elements, define and apply career development essentials to marketing occupations, secure employment in a marketing occupation, apply human relations skills to marketing occupations, apply the basic skills of mathematics and computers to marketing occupations, apply selling techniques to marketing, describe and apply product and service technology to marketing occupations, define and apply the critical elements of advertising, apply the basic skill of communication to marketing occupations, define and apply the basic elements of display, describe and apply operations to marketing occupations, define and apply merchandising essentials, understand management and supervisory skills, and understand entrepreneurship. Subcompetencies are listed for each competency. Sixteen additional management competencies are listed on the supervisory level, and three additional competencies are listed for the entrepreneurial level. Numerous pen and ink drawings illustrate the text. (KC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

Idaho Marketing Education Core Curriculum

Career Sustaining Level
Specialist Level
Supervisory Level
Entrepreneurial Level

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

J Holup

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

BEST COPY AVAILABLE

IDAHO MARKETING EDUCATION: LET US HELP YOU

Mr. Bruce Allbright, State Supervisor
Marketing Education
Idaho Division of Vocational Education
Len B. Jordan Bldg.,
650 W. State St.,
Boise, ID 83720

Dr. John Holup, Professor
Marketing Education
College of Education
University of Idaho
Moscow, ID 83843

JANUARY, 1988

Your local Marketing Education Coordinator

Idaho Marketing Education Core Curriculum

Career Sustaining Level
Specialist Level

Marketing Education in Idaho is a vocational education program concerned with marketing, merchandising, and management. Marketing Education offers instruction at the secondary, post-secondary, and adult levels for those working in or seeking employment in marketing occupations not requiring a four-year degree.

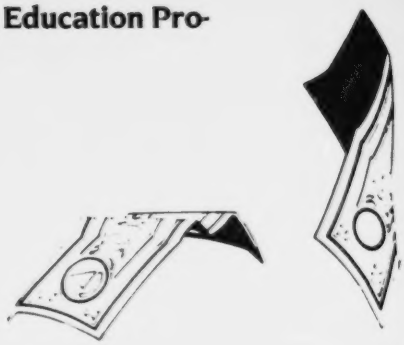
Students completing a Marketing Education Program at the Career Sustaining Level in Idaho will be prepared for jobs involving more complex duties than at the entry level. In addition to competencies in the basic skills, they will have a greater commitment to and knowledge of a particular industry, be able to accept responsibility, and demonstrate decision-making skills.

Students completing a Marketing Education Program at the Specialist Level in Idaho will possess all the competencies of the Career Sustaining Level and possess a mastery of technical skills in marketing functions.

Students will receive training in supervisory and entrepreneurial skills. Supervisory skills will provide students with the basic skills of a good leader. Entrepreneurial skills will provide students with the basic skills needed to start a new business.

Note: Some areas have no Specialist Level listed. When none are listed, no additional competencies are needed for the Specialist Level.

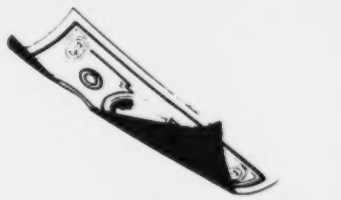
Students who have successfully completed an Idaho Marketing Education Program will demonstrate the ability to:



1. Define and Apply the Role of Marketing in the Economic System By:

Career Sustaining Level

1.1 Understanding and explaining the role of economics in society.
1.2 Understanding the circular flow.
1.3 Identifying the elements of production.
1.4 Distinguishing between products and services.
1.5 Distinguishing between wants and needs.
1.6 Comparing and contrasting the major economic systems.
1.7 Explaining the gross national product (GNP).
1.8 Comparing and contrasting the types of business ownership.
1.9 Identifying and describing the characteristics of a Free Enterprise System.
1.10 Developing an appreciation for the profit motive.
1.11 Understanding and analyzing supply and demand.
1.12 Understanding the importance of international trade.
1.13 Understanding and/or applying the following economic concepts:
- Opportunity costs (trade-offs)
- National economic goals
- Characteristics of U.S. production (efficiency, law of diminishing return, mass production, specialization, and productivity)
- Labor relations
- Price indexes and economic indicators
- Economic fluctuations (inflation, recession, and business cycle)
- Taxation and fiscal policy
- Money and credit
- Federal Reserve System and monetary policy
- Consumer Protection
- Productivity



2. Define and Apply Basic Marketing Elements By:

Career Sustaining Level

2.1 Describing the role of marketing in society.
2.2 Explaining the marketing concept.
2.3 Outlining the functions of marketing.
2.4 Describing external environments affecting marketing.
2.5 Understanding the role of marketing in a multi-national economy.
2.6 Explaining services marketing.
2.7 Explaining how target market decisions are made.
2.8 Understanding and/or demonstrating the following marketing concepts:

Multi-level marketing	Marketing strategy
Vertical markets	Product-life cycle
Marketing Mix	Channels of distribution
Target marketing	Pricing strategy
Demographics	Non-price competition
Image	

Specialist Level

2.9 Understanding the marketing research process.
2.10 Assessing products in relationship to product-life cycle.
2.11 Using demographics in decision making.

3. Define and Apply Career Development Essentials to Marketing Occupations By:

Career Sustaining Level

3.1 Identifying marketing occupational career paths, typical jobs, and occupational characteristics.
3.2 Developing a long-range employment plan.
3.3 Explaining the role of education, training, and experience in career planning.
3.4 Identifying personal assests, interests, and aptitudes as related to a career/occupational choice.
3.5 Identifying and locating education and training resources for careers in marketing.

Specialist Level

3.6 Assessing and updating each step of a long-range employment plan by analyzing the role of education, training, and experience in career planning.
3.7 Using educational and training resources for professional development.
3.8 Reading trade journals and periodicals.
3.9 Participating in professional organizations and trade associations.

4. Secure Employment in a Marketing Occupation by Utilizing Appropriate Job Seeking Skills Including:

Career Sustaining Level

4.1 Locating career/job information.
4.2 Developing a personal data sheet and knowing when to use it.
4.3 Developing a neat, accurate, and appropriate letter of application and knowing when to use it.
4.4 Completing a neat and accurate job application form.
4.5 Recognizing the importance of researching a company prior to an interview.
4.6 Demonstrating appropriate appearance including dress and grooming.
4.7 Using appropriate techniques in making interview appointments.
4.8 Applying appropriate job interview techniques.
4.9 Demonstrating appropriate follow-up procedures.
4.10 Understanding appropriate voluntary termination procedures.

5. Apply Human Relation Skills to Marketing Occupations By:

Career Sustaining Level

5.1 Understanding and explaining the role of human relations and recognizing how it contributes to business and personal success.
5.2 Developing a realistic self-understanding.
5.3 Developing human relations skills and attitudes needed to work with fellow employees.
5.4 Developing human relations skills and attitudes needed to work for employers.
5.5 Developing human relations skills and attitudes needed to deal with customers.

5.6 Understanding and/or demonstrating the following human relations concepts:

Communications	Integrity
Positive attitude	Work ethics
Constructive criticism	Problem solving
Organization	Honesty
Self-control	Loyalty
Goal setting	Responsibility
Dependability	Persistence
Initiative	Creativeness
Empathy	Listening
Morale	

6. Apply the Basic Skills of Math and Computers to Marketing Occupations By:

Career Sustaining Level

6.1 Adding, subtracting, multiplying, and dividing whole numbers, numbers containing decimals, and mixed numbers.

6.2 Converting mixed numbers, percentages, and decimals.

6.3 Preparing purchase orders and sales slips.

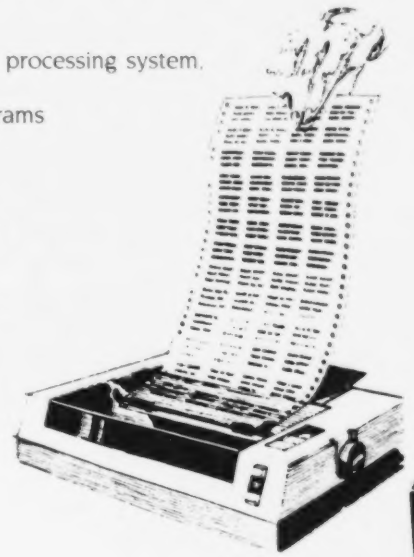
6.4 Understanding and/or applying the following concepts:

Discounts	Perpetual inventory
Payment deadlines	Periodic inventory
Markup	Stock turnover
Markdown	Cost of goods sold
Maintained Markup	Average inventory
Basic stock	Open to buy

6.5 Describing the use of computers in marketing.

6.6 Describing the basic elements of an information processing system, including:

Software	Computer programs
Hardware	Hard copy
Memory	CPU
Disk drives	Monitor
Microcomputers	Minicomputers
Mainframe Computers	Printers
Computer Compatibility	



6.7 Performing operations on a microcomputer by:
- Handling diskettes properly.
- Turning on a microcomputer.
- Using the computer keyboard.
- Loading a computer program.
- Following directions in the documentation.
- Initializing a diskette for storage.
- Using a disk operating system.
- Using introductive level software.

Specialist Level

6.8 Calculating average markups to reach a markup percentage goal.

6.9 Understanding how job lots can be used to average markup profitably.

6.10 Demonstrating how to improve average markup with additional purchases.

6.11 Comparing initial markup with maintained markup.

6.12 Explaining the difference between maintained markup and gross margin.

6.13 Analyzing the impact of markdowns on profitability.

6.14 Analyzing the difference between the cost and retail methods of inventory valuation.

6.15 Deriving a shortage or overage figure after comparing a book inventory with an actual physical inventory.
6.16 Analyzing how stock turn can affect profitability.
6.17 Using spreadsheets and database systems.

7. Apply Selling Techniques to Marketing By:
Career Sustaining Level

7.1 Developing a positive sales attitude.
7.2 Using appropriate greeting and opening statement for the sales presentation.
7.3 Determining customer needs and wants.
7.4 Involving the customer in the sales presentation.
7.5 Emphasizing customer benefits when presenting product/service features.
7.6 Properly handling and demonstrating the product/service.
7.7 Listening to and answering customer objections and/or complaints.
7.8 Using appropriate closing techniques and recognizing when to close the sale.
7.9 Using suggestion selling.
7.10 Treating customers with courtesy and respect, even when they do not buy.
7.11 Understanding company selling policies.
7.12 Locating merchandise on the selling floor and in reserve stock.

Specialist Level

7.13 Analyzing customer needs and identifying the customer's buying motives.
7.14 Building and maintaining a clientele.
7.15 Using multiple sources of product information.
7.16 Using customer follow-up techniques.
7.17 Explaining company selling policies.
7.18 Using a variety of selling approaches.
7.19 Using a customer prospect list.
7.20 Understanding sales quotas.
7.21 Understanding a sales journal.
7.22 Preparing sales records.

8. Describe and Apply Product and Service Technology to Marketing Occupations By:
Career Sustaining Level

8.1 Locating and using product and service information.
8.2 Understanding and/or applying the following concepts:
Product handling and safety
Guarantees/warranties
Measures, standards, grades
Brand names, trademarks
Labels, tags, stamps
Color, size, style, price
Cost codes
Benefits and features
Competitor's products

Specialist Level

8.3 Analyzing product and service trends and innovations.
8.4 Understanding product liability.
8.5 Explaining and interpreting to customers: measures, standards, grades, brand names, trademarks, labels, tags, stamps, guarantees/warranties.

8.6 Using trade journals, wholesalers, customers, competitors, and other sales people to supplement product merchandise and service knowledge.

9. Define and Apply the Critical Elements of Advertising By:

Career Sustaining Level

9.1 Describing the purpose and goal of advertising.
9.2 Using product/service information.
9.3 Understanding the relationship of advertising, selling, and display.
9.4 Maintaining an awareness of competitor's promotional activities.
9.5 Using legal and ethical standards.
9.6 Describing and/or demonstrating the following advertising concepts:
Media types
Advertising campaign
Market/product awareness
Types of ads
Elements of an ad layout
Advertising agencies
Advertising vs. publicity/public relations

Specialist Level

9.7 Assisting in and/or:
Developing an advertising calendar.
Developing and maintaining an advertising budget.
Assessing costs for various types of media.
Selecting appropriate media/media mix.
Selecting merchandise for promotion.
Coordinating promotional activities.
Contracting for various types of advertising.
Preparing various types of advertising.
Maintaining advertising files and records.
Evaluating media/advertising effectiveness.

10. Apply the Basic Skill of Communication to Marketing Occupations By:

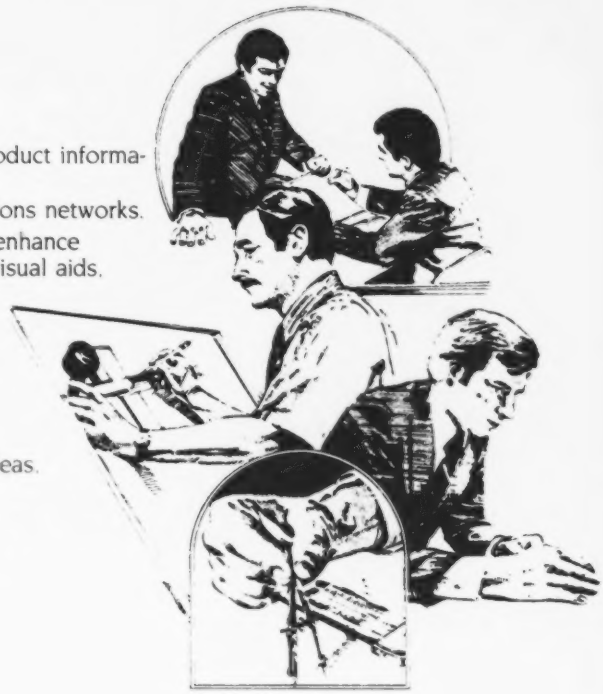
Career Sustaining Level

10.1 Developing reading competencies and comprehending basic written communications.
10.2 Listening effectively to requests, directions, assignments, and information.
10.3 Writing communications in a neat and legible manner.
10.4 Using the telephone in a courteous and businesslike manner.
10.5 Incorporating correct and appropriate grammar and vocabulary in speaking and writing.
10.6 Speaking clearly and distinctly in an understandable manner to an individual and group.
10.7 Incorporating grammar, punctuation, sentence structure, and spelling competence in the composition of written communications.
10.8 Identifying and making suggestions to supervisors, co-workers, and customers in an effective manner.
10.9 Reading and understanding information including computer generated data that appears in reports, forms, product information sources, and company publications.
10.10 Identifying uses of advanced communications devices.
10.11 Understanding the basic model of communication.

10.12 Identifying the barriers to effective communication.
10.13 Understanding how communications can be used to improve interpersonal relationships.
10.14 Understanding non-verbal communication.

Specialist Level

10.15 Analyzing complex written communications.
10.16 Using advanced communications devices.
10.17 Interpreting information generated by reports, forms, product information sources, and company publications.
10.18 Distinguishing between formal and informal communications networks.
10.19 Using various verbal and visual supporting materials to enhance communications, i.e. explanation, illustration, statistics, visual aids, comparison, example, and expert opinion.



11. Define and Apply the Basic Elements of Display By:

Career Sustaining Level

11.1 Determining types and arrangements.
11.2 Preparing merchandise and employing effective theme ideas.
11.3 Analyzing merchandise displays.
11.4 Constructing a display.
11.5 Describing and/or demonstrating the following concepts:

Color	Point-of-purchase signs
Harmony	Display lighting
Balance	Props
Proportion	Location
Dominance	Fixtures
Unity	Fabric use

Specialist Level

11.6 Assisting in and/or:
Preparing a display calendar.
Preparing and maintaining a display budget.
Estimating material costs and time requirements.
Determining sources and types of display materials, fixtures, and props.
Creating theme ideas for various displays.
Determining appropriate display locations.
Coordinating displays with advertised merchandise.
Maintaining display files and records.
11.7 Evaluating effectiveness of displays.

12. Describe and Apply Operations to Marketing Occupations By:

Career Sustaining Level

12.1 Understanding the operations process.
12.2 Operating a point-of-sale/cash register terminal.
12.3 Demonstrating the procedures for the following special customer services:

Credit	Refunds
Layaways	Alterations
Special orders	Gift wrap
Check cashing	Returns
Delivery	Rain checks
Carry out	

12.4 Explaining procedures for receiving and distributing merchandise.
12.5 Understanding procedures for stock maintenance.
12.6 Understanding the importance of company/organization policies and procedures.
12.7 Understanding the process of purchasing non-resale goods and services.
12.8 Understanding the role of maintenance and housekeeping.
12.9 Understanding and implementing security measures.
12.10 Understanding and implementing safety procedures.

13. Define and Apply Merchandising Essentials By:
Career Sustaining Level

13.1 Understanding the merchandising process.
13.2 Preparing merchandise for sale.
13.3 Making and recording price changes.
13.4 Explaining the procedures for handling returned/damaged merchandise.
13.5 Taking inventory.

Specialist Level

13.6 Assisting in and/or:
Buying merchandise.
Creating a merchandise plan.
Determining what, when, and how much to buy.
Selecting a vendor.
Determining the price.
Controlling inventory.

14. Understand Management and Supervisory Skills By:
Career Sustaining Level

14.1 Explaining and describing the functions of a manager/supervisor.
14.2 Describing the processes of becoming a manager/supervisor.
14.3 Identifying and describing leadership styles.
14.4 Analyzing the characteristics of a good leader.
14.5 Understanding the importance of developing personal/professional goals.
14.6 Demonstrating problem-solving processes.
14.7 Explaining the process of planning and conducting group meetings.
14.8 Describing the procedure for hiring and releasing employees.
14.9 Demonstrating use of marketing information management in decision making.

15. Understand Entrepreneurship By:
Career Sustaining Level

15.1 Defining entrepreneurship.
15.2 Recognizing the personal qualities and skills needed to be a successful entrepreneur.
15.3 Identifying sources of technical assistance.
15.4 Comparing the types of business ownership.
15.5 Identifying the components of a business plan and preparing an income statement, balance sheet, and cash flow statement.
15.6 Describing the importance of a marketing plan.
15.7 Comparing methods and sources of financing a new business.
15.8 Explaining the relationship of assets and liabilities to net worth, debt and equity capital, and balance sheet ratios.

Supervisory Level

Demonstrate competencies at the Career Sustaining Level and by:

1. Implementing company policies and procedures.
2. Understanding theories of leadership.
3. Using motivational techniques to increase employee productivity.
4. Using appropriate decision-making techniques.
5. Utilizing effective time management practices.
6. Implementing the marketing concept.
7. Maintaining effective control and use of facilities and equipment.
8. Controlling non-resale goods and services.
9. Maintaining a safety program.
10. Complying with the legal aspects of business operations.
11. Understanding the ethical aspects related to business operations.
12. Maintaining a security system.
13. Using appropriate staffing functions including:
    - Job specifications
    - Job descriptions
    - Recruiting
    - Job applications
    - Job interviews
    - Hiring
    - Training
    - Scheduling
    - Performance appraisals
    - Transfering
    - Retraining
    - Disciplinary techniques
    - Terminating
14. Preparing and analyzing financial and operational records to evaluate business performance.
15. Planning and conducting meetings.
16. Building and maintaining morale.

Entrepreneurial Level

Demonstrate compentencies at the Career Sustaining Level and by:

1. Selecting professional consultant(s).
2. Analyzing and selecting the appropriate form of ownership.
3. Developing a business plan composed of:

Target Markets	Customer service policies
Marketing mix	Pricing
Site location	Buying
Personnel policies	Inventory control
Operating policies and procedures	Promotion
Financing	Risk and insurance
Government regulations	Evaluation
Records sytem	

Idaho Marketing Education

State Division of Vocational Education

Dr. William Ullery, State Administrator

in cooperation with the College of Education

University of Idaho

Dr. N. Dale Gentry, Dean
Moscow, Idaho 83843

Cover painting by Bart Forbes
Used by permission of the Idaho Travel Council

The State of Idaho, an equal opportunity employer, does not discriminate or deny services on the basis of race, color, national origin, sex, and/or handicap.